

SUBHAYAN MUKERJEE

Annenberg School for Communication, University of Pennsylvania
3620 Walnut Street, Philadelphia, PA 19104

+1-267-912-7111 | subhayan.mukerjee@asc.upenn.edu | www.subhayan.com | github.com/wrahoool

ACADEMIC POSITIONS

Research Fellow Aug 2015 – present
University of Pennsylvania, Philadelphia, PA
Member of the Digital Media, Networks and Political Communication research group.
Member of the Democracy and Information research group.

Research Assistant May 2019 – Jun 2019
University of Oxford, Oxford, UK
Part of a formal collaboration with the Reuters Institute for the Study of Journalism at the University of Oxford on the use of social media during the 2019 Indian election.

Summer Intern Jun 2016 – Aug 2016
Harvard University, Cambridge, MA
Worked with the Digital Finance Initiative project at the Berkman Klein Center and helped develop an index of open-ness for financial firms and platforms. Also curated and assembled all Suspicious Activity Reports (SARs) of the FINCEN and put them in a public accessible repository.

EDUCATION

Ph.D. Communication 2020
University of Pennsylvania, Philadelphia, PA
Advisor: Dr. Sandra González-Bailón
Dissertation: News Reading Publics and Audience Fragmentation in a Multi-lingual Political Context: Evidence from Online India (2014-2018)

M.A. Communication 2017
University of Pennsylvania, Philadelphia, PA

M.Sc. (Honours) Mathematics 2014
BITS-Pilani, Pilani, Rajasthan, India

B.E. (Honours) Computer Science 2014
BITS-Pilani, Pilani, Rajasthan, India

REFEREED PUBLICATIONS

Mukerjee, S. & Yang, T. (2020) [Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Facebook](#). *Political Communication*, 1-19

Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2018). [Networks of audience overlap in the consumption of digital news](#). *Journal of Communication*, 68(1), 26-50.

Mukerjee, S. (2016). [Net neutrality, Facebook, and India's battle to #SaveTheInternet](#). *Communication and the Public*, 1(3), 356-361.

BOOK CHAPTER

Mukerjee, S. & González-Bailón, S., (2019) [Social Media Data: Quantitative Analysis](#). In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), *SAGE Research Methods Foundations*

**OTHER
PUBLICATIONS**

Majó-Vázquez, S., Mukerjee, S., Ahmed Neyazi T., & Nielsen, R. K. (2019) [Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections](#). *Reuters Institute for the Study of Journalism Factsheet*.

Mukerjee, S. & Majó-Vázquez, S. (2019) [During the Indian election, news audiences consumed a wide and diverse range of sources](#). *Nieman Journalism Lab*.

Mukerjee, S., Majo-Vazquez, S., & Gonzalez-Bailon, S. [Response to Webster and Taneja's Response to Networks of audience overlap in the consumption of digital news](#) *Journal of Communication*, 68(3), E15-E18.

**MANUSCRIPTS
IN PROGRESS**

Mukerjee, S., Jaidka, L., & Lelkes, Y. (*under review*) The Ideological Landscape of Twitter Elites in America.

Mukerjee, S., Yang, T., Stadler, G. & González-Bailón, S. (*under review*) What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News

Mukerjee, S. [News Reading Publics in a Multi-lingual Political Context: Evidence from Online India](#)

**CONFERENCE
PAPERS**

Mukerjee, S., Jaidka, K., & Lelkes, Y. (accepted) The Ideological Landscape of American Elites on Twitter. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA

Mukerjee, S., (accepted) Understanding Audience Fragmentation by a Community Extraction Method: Evidence from India *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA

Mukerjee, S., & Yang, T. A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Gold Coast, Australia

Mukerjee, S., Jaidka, K., & Lelkes, Y. The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Gold Coast, Australia

Mukerjee, S., & Yang, T. A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association* (Conference canceled)

Mukerjee, S., Jaidka, K., & Lelkes, Y. (2019) Echo Chambers and Affective Polarization: A Twitter Field Experiment. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands

Mukerjee, S. (2019) Using Network Science to Understand News Consumption in India. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands

Mukerjee, S., & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands.

Mukerjee, S. (2019) A Theory of Networked News Reading Publics: Evidence from Online India. *The 12th Annual Political Networks Conference*, Duke University, NC

Mukerjee, S., & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. Poster presented at *the 12th Annual Political Networks Conference*, Duke University, NC

Yang, T., Majó-Vázquez, S., **Mukerjee, S.**, & González-Bailón, S. (2019) Niche News and Peripheral Fragmentation: A Network Percolation Approach to the Analysis of News Consumption. *The 69th Annual Conference of the International Communication Association*, Washington DC

Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 4th International Conference on Computational Social Science*, Northwestern University, IL

Mukerjee, S. & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. Poster presented at the *4th International Conference on Computational Social Science*, Northwestern University, IL

Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 11th Annual Political Networks Conference*, George Mason University, VA

Mukerjee, S. & González-Bailón, S. Digital News Consumption in India. (2018). *The 11th Annual Political Networks Conference*, George Mason University, VA

Mukerjee, S. & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. *The 68th Annual Conference of the International Communication Association*, Prague, Czech Republic

Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2017). Are Audiences Fragmented in How They Consume News Online? *The 67th Annual Conference of the International Communication Association*, CA.

WORKS IN PROGRESS

Mukerjee, S., Jaidka, L., & Lelkes, Yphtach. Echo-Chambers and Affective Polarization: A Twitter field experiment

Mukerjee, S., Yang, J., Kang, D., & Okada, T. Networks of Partisan Social Influence: An Experimental Study of Political Polarization and Participation

INDUSTRY EXPERIENCE

Data Scientist Jun 2014 – Jul 2015
Abzooba Inc., Kolkata, India

Machine Learning engineer, responsible for conceptualizing, building, and deploying predictive analytics solutions for clients in the US health insurance domain.

Software Engineering Intern Jun 2013 – Jun 2014
Bravo Lucy As., Hyderabad, India

Developed the server-side of a predictive analytics product for global retail chains.

Summer Intern Jun 2012 – Jul 2012

	Ericsson Global Services , Kolkata, India Designed and implemented a platform for the company's internal training needs.	
TEACHING EXPERIENCE	University of Pennsylvania , Philadelphia, PA	
	Understanding Social Networks (TA and Lab Assistant)	Spring 2017
	Media Industries and Society (TA)	Spring 2018
AWARDS AND FELLOWSHIPS	Seed Research Funding Summer Institute of Computational Social Science (SICSS) – Chicago (2019-20) (\$1,300)	
	Student Grant for Research Graduate and Professional Student Assembly, University of Pennsylvania (2019)	
	Dissertation Research Fellowship Annenberg School for Communication, University of Pennsylvania (2019-) (\$31,000)	
	Dean's Summer Fellowship Annenberg School for Communication, University of Pennsylvania (2015-2019) (4 x \$4,000)	
	Travel Scholarship National Science Foundation (2018-2019)	
	Travel Scholarship Northwestern University (2018)	
	Doctoral Fellowship University of Pennsylvania (2015-2020)	
INVITED LECTURES	Human Cooperation Lab	Apr 2020
	Massachusetts Institute of Technology, Cambridge MA	
	Computational Communication Research Seminar	Mar 2020
	University of Wisconsin-Madison, Madison WI	
	Digital Propaganda and Public Opinion Lecture	Mar 2020
	National University of Singapore, Singapore	
	Microsoft Research Seminar	Jan 2020
	Microsoft Research, New York City NY	
	The Center for Social Media and Politics	Jan 2020
	New York University, New York City NY	
	Media Analytics Lecture	Dec 2018
	Business Analytics Course at Praxis Business School, India.	
	Research Methods for a Fragmented Media Environment	Mar 2018
	Graduate Seminar at University of Pennsylvania, Philadelphia PA	
	The Communication Research Experience	Nov 2017
	Undergraduate Seminar at University of Pennsylvania, Philadelphia PA	
ADDITIONAL TRAINING	Summer Institute in Computational Social Science	Jun 2019
	<i>Northwestern University</i>	
	Network Dynamics of Social Behavior	Apr 2018

	Online course on Coursera offered by <i>University of Pennsylvania</i>	
	Mediterranean School of Complex Networks <i>Universitat Rovira i Virgili, Italy</i>	Sep 2017
	Annenberg Summer Institute in Methods & Statistics <i>University of Southern California</i> Scale Construction Critical Studies of Networked Infrastructure	Jun 2017
PROFESSIONAL SERVICE	Manuscript Reviewer for <i>Public Opinion Quarterly</i>	Ad-hoc
	Manuscript Reviewer for <i>Digital Journalism</i>	Ad-hoc
	Manuscript Reviewer for <i>PLOS One</i>	Ad-hoc
	Manuscript Reviewer for <i>International Communication Association</i> Computational Methods Division, Political Communication Division	2016-19
	Coordinator, DiMeNet research group, University of Pennsylvania	2016-18
	Committee Member, Annenberg Graduate Student Symposium Committee	2017-18
	Organizing Members, Penn-Rutgers-Princeton Social Epistemology Workshop	2017
	Google Student Ambassador, Campus liaison at BITS Pilani	2012-13
	Coordinator, Computer Science Association, BITS Pilani	2011-12
	Executive Committee Member, Bengali Association, BITS Pilani	2010-11
	Member, English Press Club, BITS Pilani	2009-2013
	Editorial team member, BITS Pilani annual English magazine	2009-13
SKILLSET	<p>Quantitative Methods: Network analysis, statistical modeling, machine learning, experimental design, agent-based modeling, causal inference</p> <p>Programming/Scripting: R (incl. plyr/tidyverse, ggplot), Python (incl. pandas, numpy, scikit-learn, plotly), SQL, Java, C++, C, L^AT_EX, Git, JavaScript (basic).</p>	

REFERENCES

Sandra González-Bailón, D. Phil.

Associate Professor of Communication

Annenberg School for Communication, University of Pennsylvania

sandra.gonzalez.bailon@asc.upenn.edu

Yphtach Lelkes, Ph.D.

Assistant Professor of Communication

Annenberg School for Communication, University of Pennsylvania

yphtach.lelkes@asc.upenn.edu

Joseph Turow, Ph.D.

Robert Lewis Shayon Professor of Communication

Annenberg School for Communication, University of Pennsylvania

joseph.turow@asc.upenn.edu

Michael X. Delli Carpini, Ph.D.

Oscar H. Gandy Professor of Communication and Democracy

Annenberg School for Communication, University of Pennsylvania

michael.dellicarpini@asc.upenn.edu